

FIG. 1

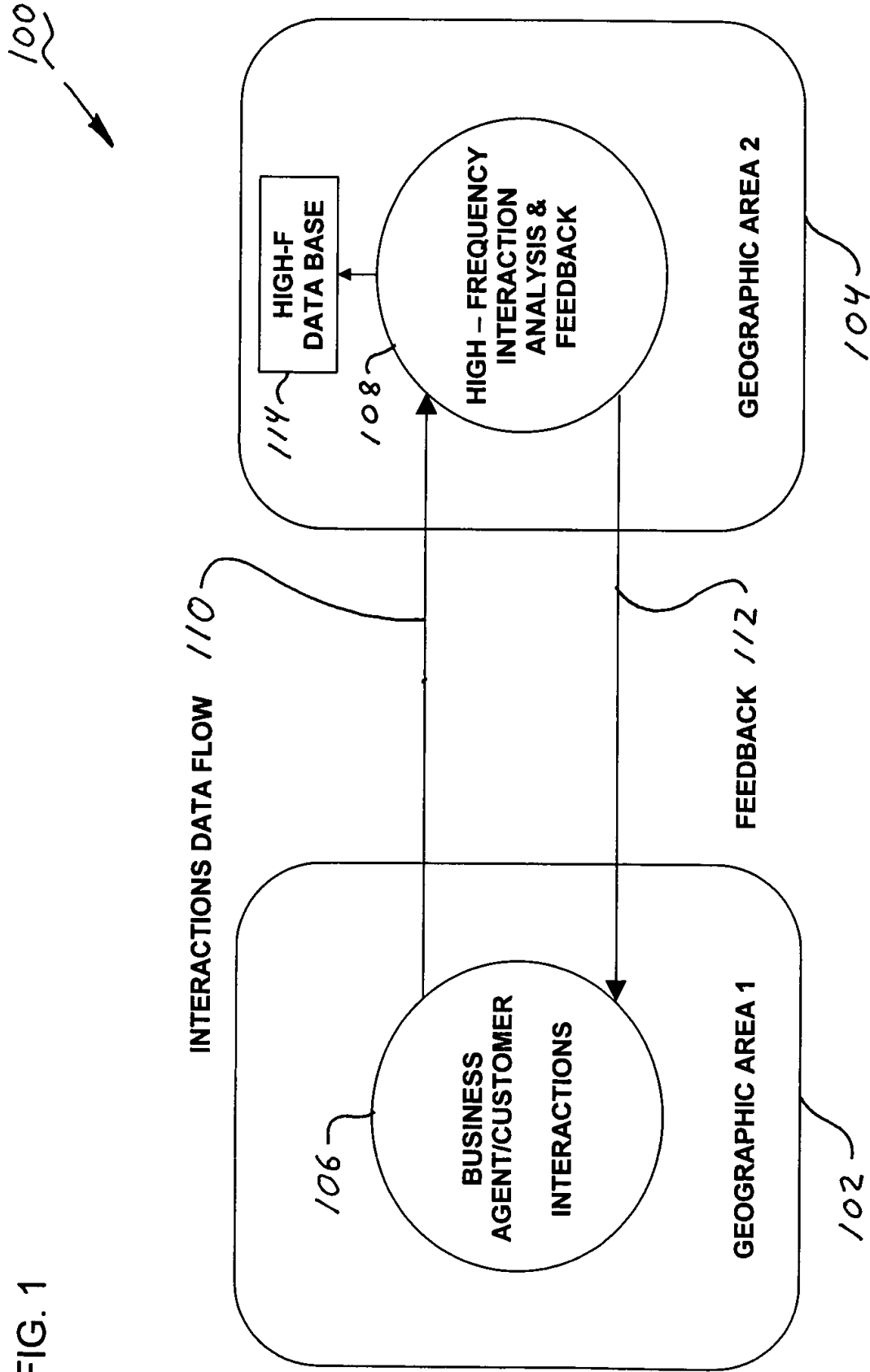


FIG. 2A

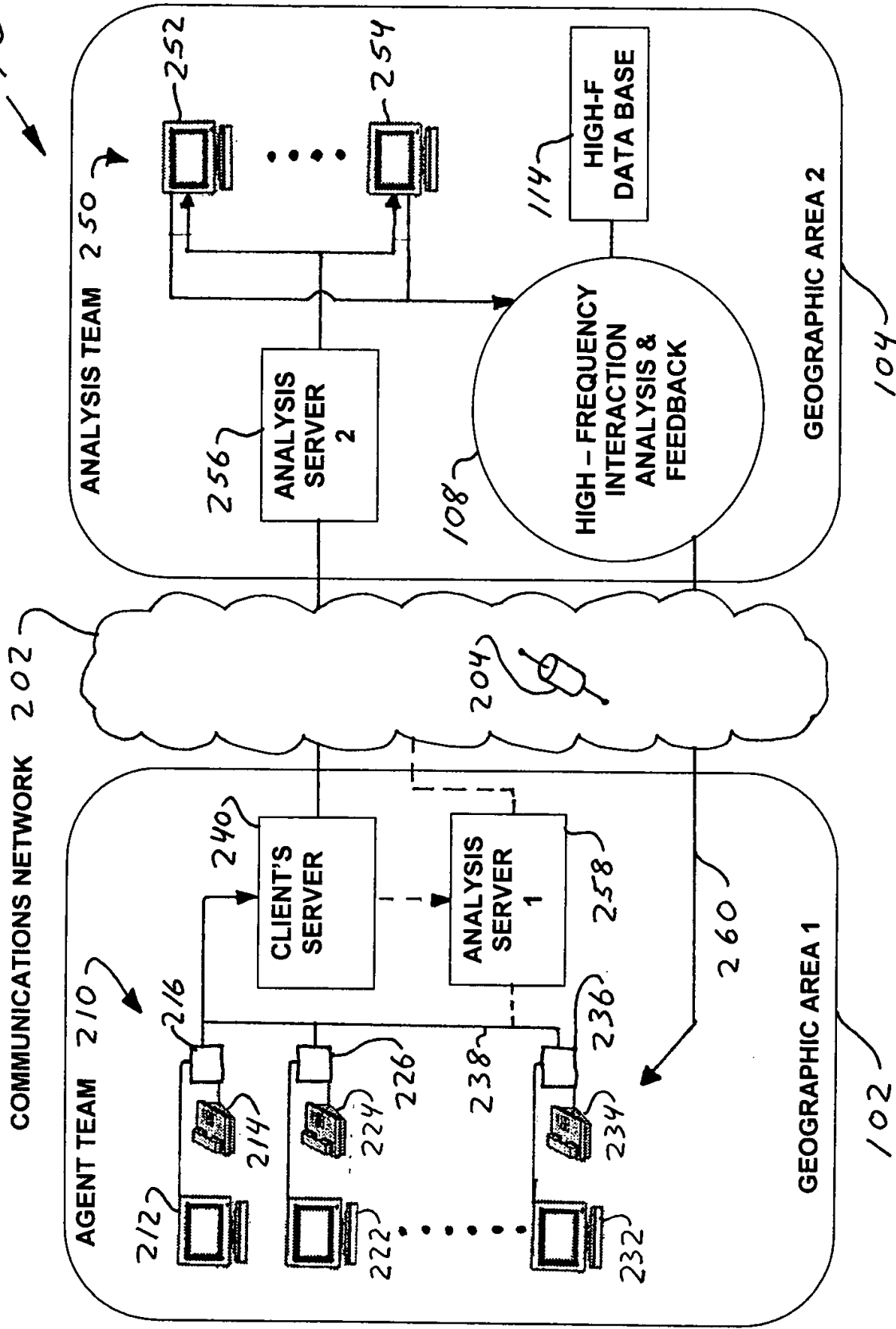


FIG. 2B

260a

262 **SCORING PARAMETERS**

Moving forward all the UK RMA's will be shipped from the fulfillment center in France.....Moving forward all the .....

**Customer Service Competencies**

**Call Opening**

- Used Proper Greeting. Score: \_\_\_\_\_
- Asked for Transaction ID. Score: \_\_\_\_\_
- Verified the Customer's Information. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

**Customer Service Skills (Accent and Voice)**

- Used good grammar, avoids slang or jargon. Score: \_\_\_\_\_
- Rate of Speech mirrored that of customer. Score: \_\_\_\_\_
- Hold courtesies were followed. Score: \_\_\_\_\_
- Sounded confident, friendly, and polite. Score: \_\_\_\_\_
- Set customer's expectations, used empathy if necessary escalated to a supervisor if necessary Score: \_\_\_\_\_

Comments: \_\_\_\_\_

**Call Closing**

- Offered additional products. Score: \_\_\_\_\_
- Used proper closing script. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

**Knowledge, Accuracy and Resolution**

- Demonstrate knowledge of the product process. Score: \_\_\_\_\_
- Credit card authorization process followed. Score: \_\_\_\_\_
- Offered alternate products; add on sales. Score: \_\_\_\_\_
- Accurate and concise information was given to the customer. Score: \_\_\_\_\_

FIG. 2C

284 260b

**Call Management**

- Controlled call pace efficiently and length of call was appropriate to request. Score: \_\_\_\_\_
- Controlled call tone and length. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

**Sales**

- Identified sales opportunities. Score: \_\_\_\_\_
- Suggested alternate compatible products in exchange for return. Score: \_\_\_\_\_

Comments: \_\_\_\_\_

286

**Comments Summary:**

288

**Even better tips:**

290

FIG. 3A

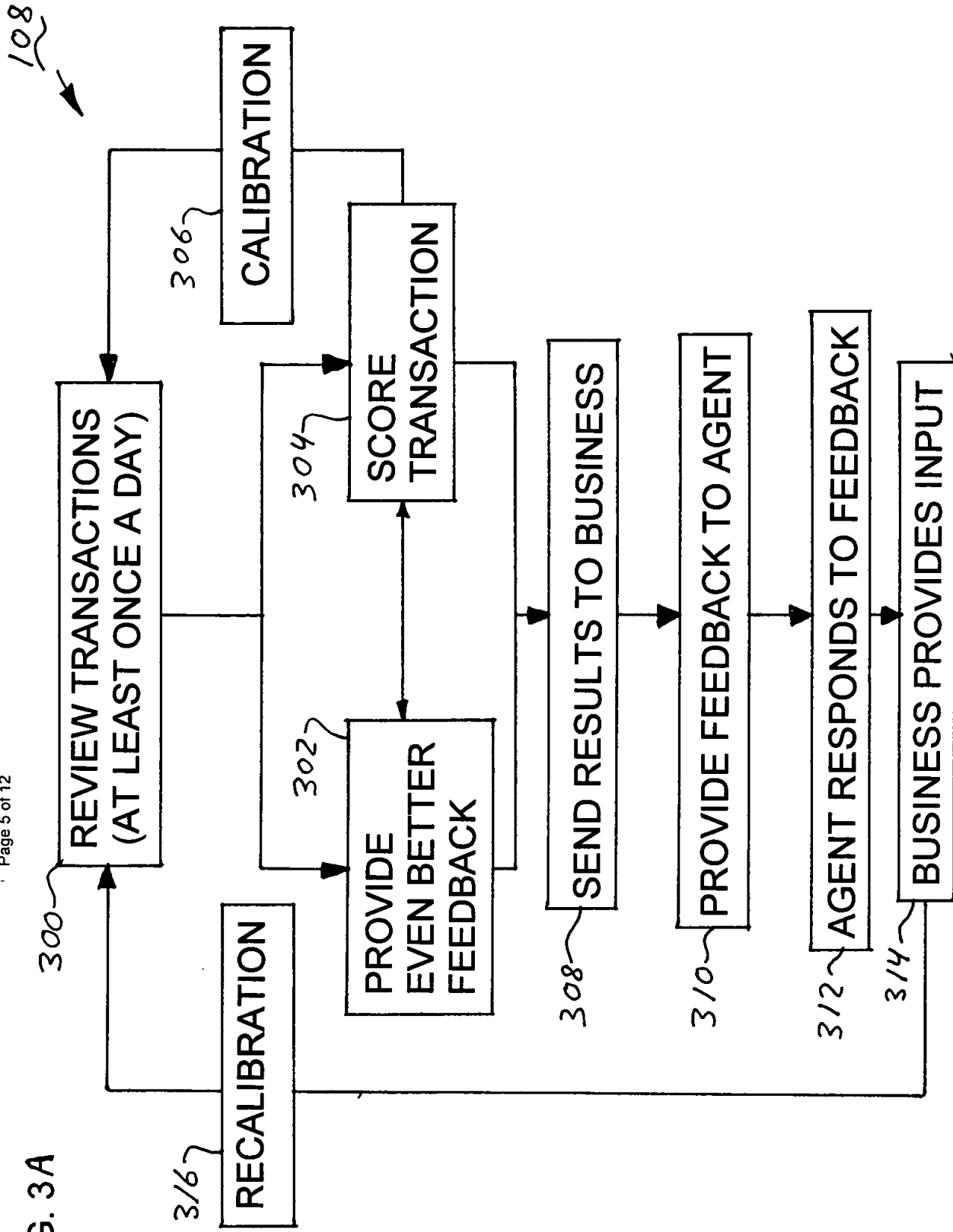


FIG. 3B

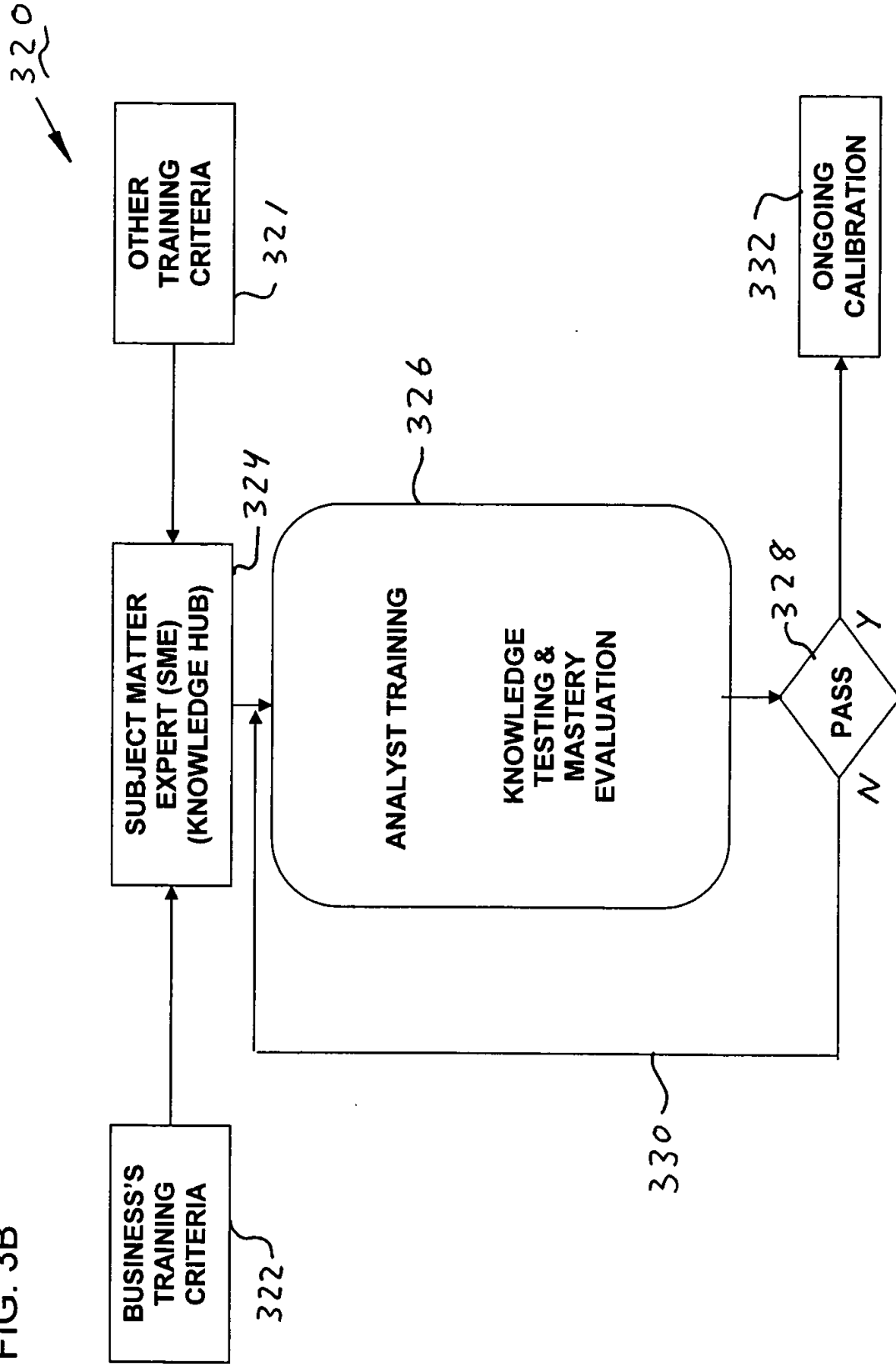


FIG. 3C

	CLIENT CALIBRATION	INTERNAL CALIBRATION	ATS	QUALITY AUDIT
ANALYST TRAINING (2 Weeks)	-	-	-	-
WEEK 1	1 Hour Daily	1 Hour Daily	1 Transaction/ Agent/ Day	20% Transaction Monitoring
WEEK 2	3 Hours Weekly	3 Hours Weekly	2 Transaction/ Agent/ Week	10% Transaction Monitoring
WEEK 3	2 Hours Weekly	2 Hours Weekly	1 Transaction/ Agent/ Week	5% Transaction Monitoring
Ongoing	2 Hours Weekly	2 Hours Weekly	1 Transaction/ Agent/ Week	5% Transaction Monitoring

FIG. 3D

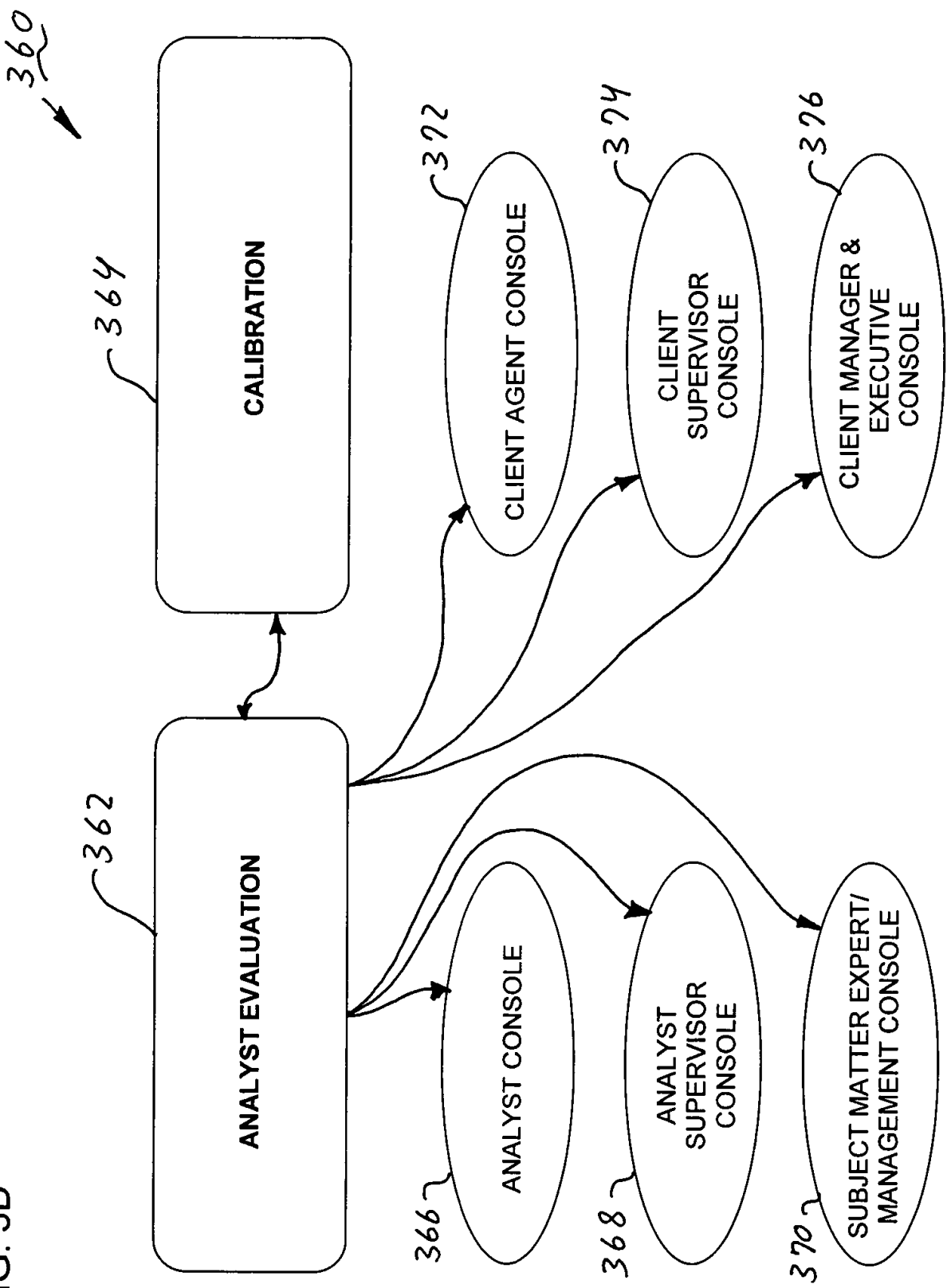




FIG. 4

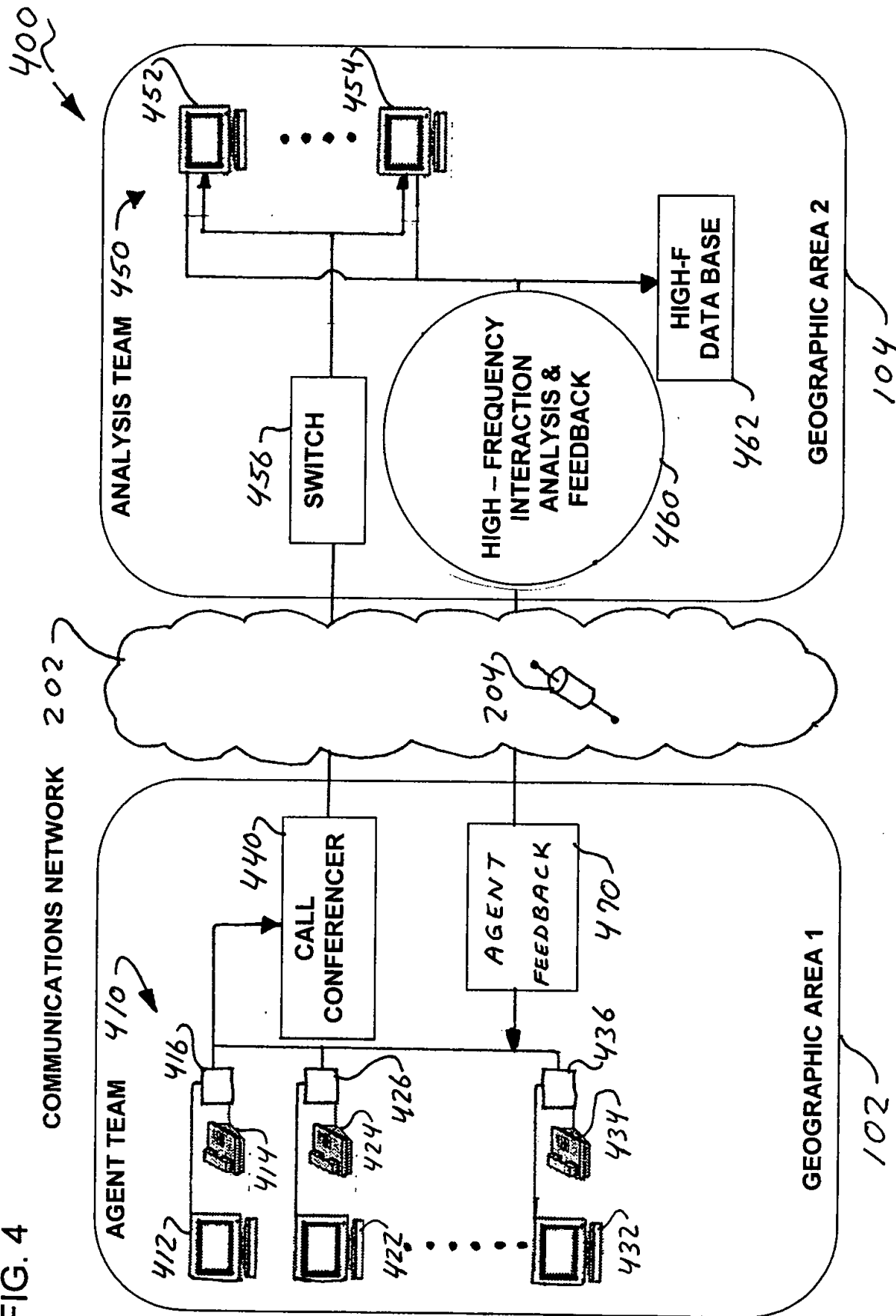


FIG. 5

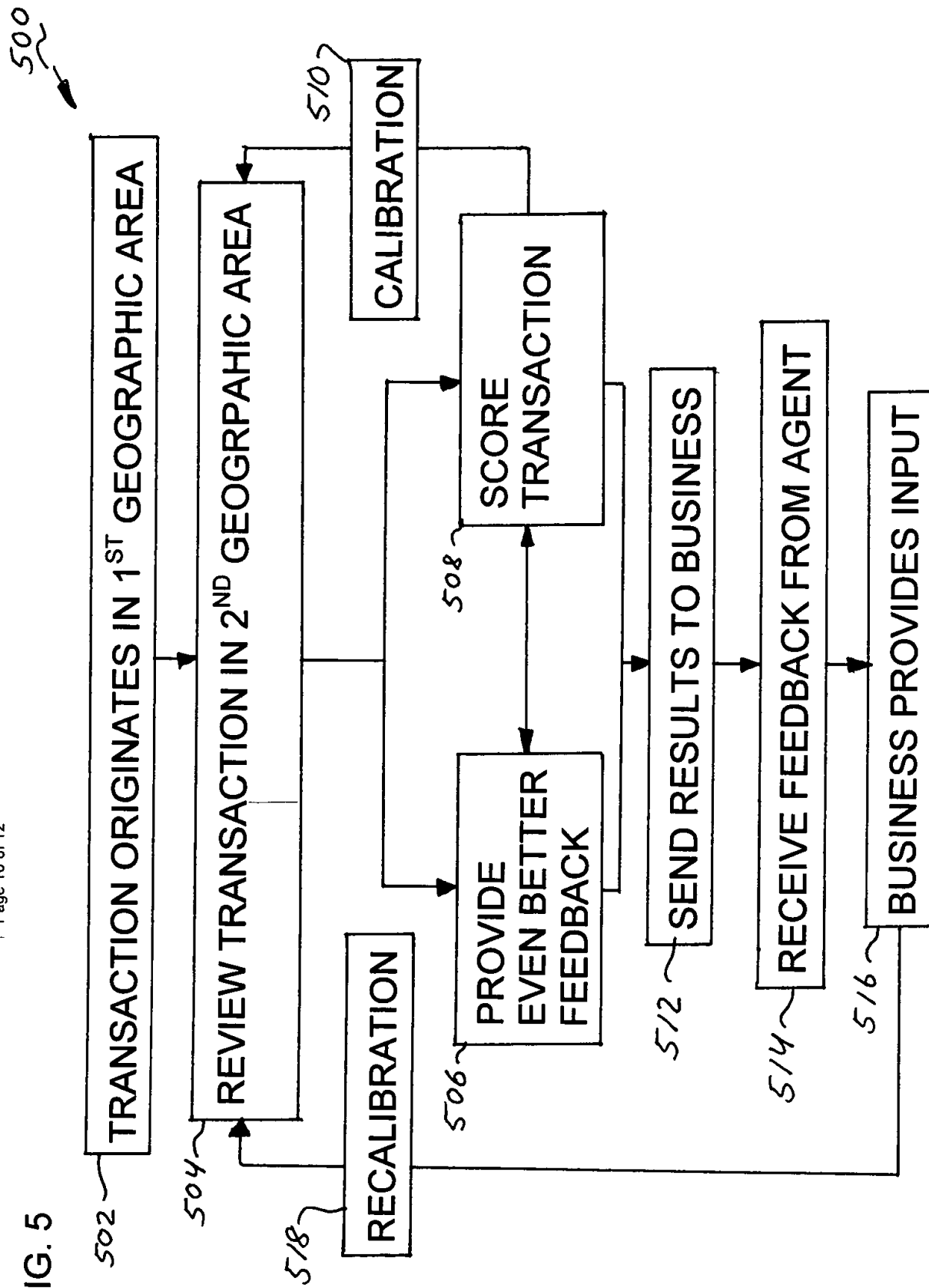


FIG. 6

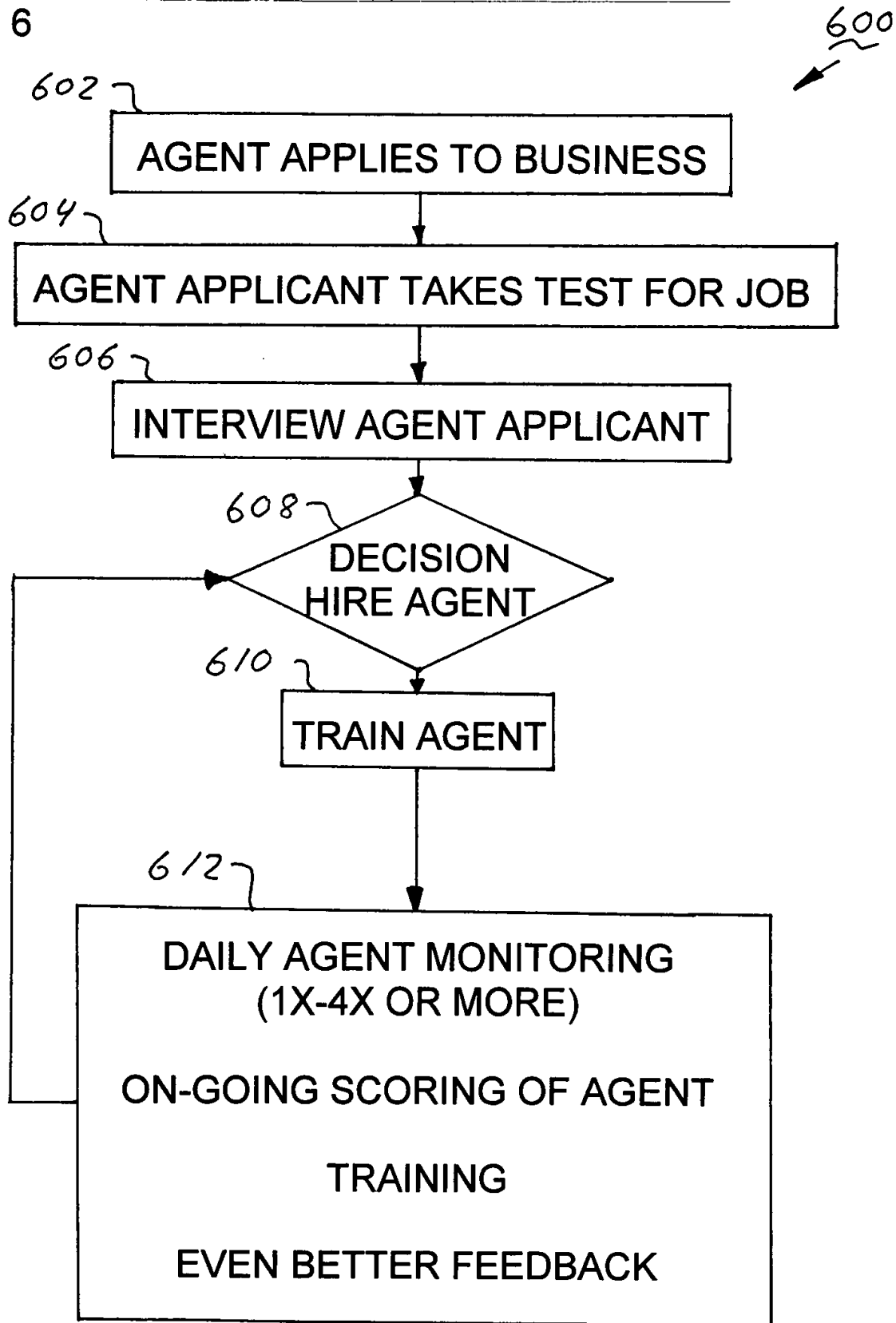


FIG. 7

700

ACTIVITY PER AGENT	EXISTING AGENT PERFORMANCE	ENHANCED AGENT PERFORMANCE	% CHANGE ±
CALLS PER DAY	62	62	0
UP-SELL RATE	8.0%	8.8%	10%
Avg UP-SELL \$	\$25	\$28	10%
# of UP-SELLS	4.96	5.46	10%
UP-SELL REVENUE	\$124.00	\$150.04	21%

702 7 704 7 706 7 708 7

$$\text{REVENUE IMPROVEMENT} = \$26.04 \sim 710$$

$$\text{MARGIN IMPROVEMENT (50\%)} = \$13.02 \sim 712$$

$$\text{AVERAGE ANALYST COST PER DAY} = \$1.50 \sim 714$$

$$\text{ROI (PER DAY)} ((\$13.02 - \$1.50) / \$1.50) \times 100 = 768\% \sim 716$$